

August 19, 1997

To: Randi Gralla
From: Charlie DiBenedetto
Re: Work With on 8/15

Randi,

I wanted to recap on paper what we covered last week during our work with.

> Winston No Bull Launch:

Calls contacted had good stock levels of new Winston product, ensure in all calls to watch product availability not only on Winston but all RJR brands, this is the number one driver of share, if it is not in stock we loose.

Stay focused, First priority in all calls is to remove all old POS and product from our contracted displays (if not completed already).

Accounts which you feel are Primary Winston accounts (if any) should be communicated to retail rep via a work request to change permanent POS from Camel to Winston i.e. OPM's.

Continue to talk up the new Winston with retailers, Winston smokers and competitive smokers, remember, always ask for ID. Send me a voice mail on any good info you hear so I can pass it on.

> Other:

As discussed, I would like you to utilize the laptop more while in the call, you are more valuable to the company looking, analyzing, selling and inputting information.

BusCamp store, excellent example, we analyzed, sold, ordered needed material to the store while in the account, completed work request and informed retailer what to expect.

By doing this, the company will save a ton of \$\$\$ and more importantly the retail rep will be more productive and finally by you looking and analyzing you will see things/opportunities you never saw before (a true Category Advisor).

With us as the Selling Arm of the company selling the Total Program and Communicating to the Implementation Arm of the company, I know we can grow our business and be a solid #2 company.

I also enjoyed our talk at the end of the day.

Remember, Your true role in this company is to become that Category Advisor, The "Account Manager" of your territory knowing your business inside and out.

LOOK

ANALYZE

SELL

COMMUNICATE

Charlie

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